

UNIVERSITY MISSOURIAN

(Tuesday, April 27, 1915)

"HEAD 'EM OFF!"

In Cleveland, Ohio, the fly-screen is becoming obsolete. Many cities have had their campaigns against the fly each summer, but it remained for Cleveland to institute a warfare that does not end with the coming of winter weather. This question and answer from the Fly Catechism give the plan:

"How many flies may breed from a pair in the spring?"

"Allowing six batches of eggs of 150 each, supposing all to live and find filth to breed in, the number would be 191,010,000,000,000,000, enough to bury the entire earth forty-seven feet deep. Why not kill the fly in the winter or early spring?"

The commander of the fighters is a woman professor in the Cleveland Normal School, and her army is recruited from the school children. The "fly-cops" are made responsible for different districts of the city. A reward of 10 cents for each hundred dead flies serves as a stimulus to these members of the force. Some spring morning a youthful "fly-cop" will call on Mrs. Smith to tell her that a garbage can needs a cover. If there is no action city officials back up the boy. And so with the girl who steps into a meat market and notes on a card how many flies she can see in three minutes.

The campaign has worked wonders. In an investigation of 511 stores, restaurants and milk depots, no flies were found in 60 per cent; fewer than three in 36 per cent and there were only four stores in which the flies were numerous. Only two flies were found in the city market.

What of Columbia? The school children recently gave the merchants 1,000 fly swatters. If the merchants will now get the children to help use them, greater zest will be added to the campaign. Let's provide a means of rewarding the services of such children, and, above all, let's adopt with Cleveland the slogan, "Head 'em Off."

BETTER RURAL SCHOOLS.

Missouri should furnish better educational opportunities for the boys and girls of the country, for upon them depend in large measure the greatness of the state. This means not simply the creation of rural high schools within the reach of all, but the changing of a good many of our ideas of rural education.

Nearly every township could afford to build a high school. This would mean not only a great saving in living expenses for those taking the course, but would induce increasing numbers to take advantage of the opportunity. It is a fallacy to assume that these boys and girls do not want a high school education. A majority of the students in the University are from the country. How much more would be accomplished if high schools were taken to those country children who do not have the means of going to the cities.

But the failure to provide high schools isn't the only way we have neglected the country children. In the schools already provided, we have been educating them away from the farm. With the wonderful laboratory of nature all around we have not utilized it, but talked of syntax. Although we have been taught to proceed from the known to the unknown in teaching, we have forgotten about the child's mind being filled with birds and animals and flowers and have tried to crowd them out with theorems and divisors.

Missouri needs more rural high schools, and a changed attitude in the rural school. It must come closer to the life of the child and not lead him to think that his living lies necessarily in getting away from his associations. Better schools would do much toward arousing a deeper interest in the boy and girl for farm life. Some Missouri communities have seen the light, but too many have not.

WHO'S WHO JOURNALISM WEEK

George Bannerman Dealey, vice-president and general manager of the Dallas News, the Dallas Journal and the Galveston News, has risen to his

position of prominence from service as an office boy on the Galveston News, which he entered April 9, 1874, at the age of 14 years.

Mr. Dealey was born at Manchester, England, September 18, 1859. His education was received in the primary schools of Liverpool, England, and the primary and night schools of Galveston, Tex. He came to the United States in 1870.

From office boy he was promoted through various grades, becoming business manager of the Dallas News in 1885 and continuing in this position until 1906, when he became vice-president and general manager of A. H. Belo & Co., publishers.

Mr. Dealey finds much time for other activities besides his business as publisher. He is president of the United Charities of Dallas, director of the Chamber of Commerce, director of the Y. M. C. A., vice-chairman of the Dallas City Plan and Improvement League, vice-president of the American Civic Association, member of the Red Cross of Constantinople and member of the Country Club and the Critic Club of Dallas.

Mr. Dealey will be the first speaker of Journalism Week, Monday night, May 3. His subject will be "The Newspaper, Its Revenue and Its Policies."

Karl Walter, who signs himself K. W., the dramatic critic for the Kansas City Star, has been connected with that paper for six years.

Born in Edinburgh, Scotland, May 25, 1882, he attended Tonbridge School, near London, and studied in Lausanne, Switzerland, and schools in England. His father and grandfather were composers and musical directors in Germany. From his mother also Mr. Walter inherits musical taste, as she was a singer herself and the daughter of a composer of some note, William Jackson II.

Karl Walter studied violin, cello, piano and vocal music abroad. He came to the United States in 1897 and located in Tryon, N. C., engaging in fruit raising. Two years later, he went to Tuscany and Bordeaux and engaged in wine growing; he went to Rio de Janeiro for a year, and during 1900 to 1908 was writing and banking in London and Italy.

While in Italy, he met Miss Margaret Hardy of Eureka, Kan., and married her in 1904. They came to Kansas City in 1908, since when K. W. has been the dramatic critic of the Star.

He will speak on "Dramatic Criticism" Tuesday morning, May 4.

"A. B. Chapin, being of sound mind and in possession of such faculties as are his to be blessed with, does hereby, at the request and order of his new boss, depose and testify," wrote A. B. Chapin, a Journalism Week speaker, when he became cartoonist of the St. Louis Republic. "He was born in Ohio. He was led out of Ohio while a boy by his parents, who resolutely set their faces to the plains of Kansas. He has, for the past twenty-five years, fought, bled and died two or three times a week defending the honor of his adopted state. He never was an infant prodigy, nor were his papers in the drawing classes the 'marvels of neatness,' or the indications of 'wonderful talent.' No 'I knew him when' clubs have ever been started in his honor and probably never will.

"He skinned through school somehow. He also went through high school. After he had surmounted the Alps of his high school days he became obsessed of the idea that it was his mission in life to break into the newspaper game. His start along that line was not accomplished by all the pyrotechnics of a flashing meteor. His desire to study art at this time was blocked by an embarrassing lack of funds, so he drove a fish wagon long enough to hoard up car fare to New York and buy a few 'sinks and coffee' and there he stayed during 1899-1900.

"He returned to Kansas City and secured his first newspaper job on the old Kansas City Times. He went to the Kansas City Star late in 1901 and has since then been at the blacksmith's business on said paper, and prays pardon for his many sins of commission."

That was written before Chapin

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joined the Republic staff in St. Louis. "Before adopting the first-page cartoon," says the Republic's managing editor, "we set out to find a cartoonist of first-page caliber. We have not been disappointed in A. B. Chapin. His work is the kind that grows upon the public. A demand from outside

has also arisen, and to meet this demand we are preparing to syndicate Chapin's cartoons."

Mr. Chapin's picture-talk at a previous Journalism Week was regarded as one of the most enjoyable features. He will speak—and draw pictures—at Switzer Hall Tuesday morning.

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Allton Wins Suit From Coffee Co. The Arbuckle Coffee Company of Kansas City lost its suit for \$21.60 against Frank B. Allton, formerly Columbia grocer, in Judge John Bicknell's court yesterday.

HIGH SCHOOL DAY AT THE UNIVERSITY OF MISSOURI
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